

**TRAINING PROGRAM OF INSTRUCTION (TPI)
FOR
DINFOS-COPAC
COAST GUARD PUBLIC AFFAIRS COURSE**



Approved by:

//Signed//

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COAST GUARD PUBLIC AFFAIRS COURSE
TRAINING PROGRAM OF INSTRUCTION

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TRAINING PROGRAM OF INSTRUCTION

Preface

TRAINING PROGRAM OF INSTRUCTION FILE NUMBER (TPFN): DINFOS-COPAC

TITLE: Coast Guard Public Affairs Course

TRAINING LOCATION: Defense Information School, Ft Meade, MD

SPECIALTY AWARDED: None

PURPOSE: To train selected Coast Guard personnel in the principles, techniques and skills required to conduct a unit public affairs program.

COURSE DESCRIPTION: This course is designed to provide instruction in the theory, concepts, policy and principles of unit public affairs programs, mass communications theory, media relations practices and community relations.

PREREQUISITES: Coast Guard personnel in the grade of E-4 through E-9; XPO/collateral duty PAO; 0-1 through 0-6, XO/OIC/CO/collateral duty PAO; civilian GS-7 and above.

SECURITY CLEARANCE: None

CLASS SIZE:

MAXIMUM 30

MINIMUM 15

ANNUAL COURSE CAP 90

COURSE LENGTH: 5 Days

ACADEMIC HOURS: 36 Hours

ADMINISTRATIVE HOURS: 4 Hours

TOTAL COURSE HOURS: 40 Hours

INSTRUCTOR CONTACT HOURS: 52 Hours

TYPE/METHOD OF INSTRUCTION:

- | | |
|--------------------------|------------|
| 1. Lecture (L) | 19.5 hours |
| 2. Performance Exercises | 15.5 hours |

- | | |
|-------------------------|---------|
| 3. Written Examination | 1 hour |
| 4. Administrative Hours | 4 hours |

TRAINING START DATE: 12 Jan 2004

ENVIRONMENTAL IMPACT: None. DoD policy was followed to assess the environmental impact.

EQUIPMENT AND FACILITIES: The Course Design Resource Estimate (CDRE) contains this information.

TRAINING DEVELOPMENT PROPONENT: Course Development Department, Directorate of Training, Defense Information School, Fort Meade, MD 20755. 301-677-4492

FUNCTIONAL AREA 1
FUNDAMENTALS OF COAST GUARD PUBLIC AFFAIRS

TPFN: DINFOS-COPAC-001-001-

UNIT TITLE: Introduction to U.S. Coast Guard Public Affairs

TPFN HOURS AND TYPE: 3L

TPFN TOTAL HOURS: 3

PREREQUISITE TPFN: None

TASKS:	001	Compare and contrast military public affairs and civilian public relations
	002	Outline organization and components of USCG public affairs program
	003	List the objectives of the USCG PA program
	004	Identify the written guidance used in PA activities
	005	Identify the PA functions and responsibilities of the commanding officer and the collateral duty PA officer
	006	Recognize the key elements of proactive PA programs
	007	Discuss PA objectives with respect to public opinion

SUMMARY OF INSTRUCTION: Students learn the Service's public affairs organizational structure to help them determine who to call in the event of a high-visibility Coast Guard operation. They are introduced to the components of public affairs and learn how to use the Coast Guard Public Affairs Manual to assist them in establishing their program. They also learn the importance of having a proactive public affairs program, and the steps involved in successfully handling a public affairs event.

REFERENCES: Coast Guard Public Affairs Manual/COMDTINST 5728; *Effective Public Relations*, Cutlip, Center & Broom

INSTRUCTOR/STUDENT RATIO: 1:30(L)

SAFETY FACTORS: N/A

FUNCTIONAL AREA 1
FUNDAMENTALS OF COAST GUARD PUBLIC AFFAIRS

TPFN: DINFOS-COPAC-001-002-

UNIT TITLE: Release of Information

TPFN HOURS AND TYPE: 3L

TPFN TOTAL HOURS: 3

PREREQUISITE TPFN: None

- TASKS:**
- 001 Apply USCG guidelines in selecting appropriate course of action for release of information
 - 002 Identify the basis for and limitations of the American public's right to know
 - 003 Explain the maximum disclosure doctrine
 - 004 Describe the principles of Security, Accuracy, Policy and Propriety (SAPP), and Ability, Competency and Authority (ACA)

SUMMARY OF INSTRUCTION: Students learn the importance of releasing information quickly and accurately according to the commandant's policy of "maximum disclosure, minimum delay." They learn what information can be released and what information is protected under the privacy act. They also learn the exemptions to the Freedom of Information Act.

REFERENCES: Coast Guard Public Affairs Manual/COMDTINST 5728; Freedom of Information Act Manual; Privacy Act

INSTRUCTOR/STUDENT RATIO: 1:30(L)

SAFETY FACTORS: N/A

FUNCTIONAL AREA 2
COAST GUARD MEDIA RELATIONS

TPFN: DINFOS-COPAC-002-001-

UNIT TITLE: Media Relations Overview

TPFN HOURS AND TYPE: 2L

TPFN TOTAL HOURS: 2

PREREQUISITE TPFN:

- | | | |
|---------------|-----|---|
| TASKS: | 001 | Discuss basic guidelines for USCG media relations |
| | 002 | Discuss tactics used to release information to the media |
| | 003 | Discuss USCG policy on exclusives, media pooling
accreditation, attribution of comments, and media travel
on government conveyances |
| | 004 | Describe categories of attribution and their implication |
| | 005 | Compare and contrast the advantages and limitations of various
print and electronic media |

SUMMARY OF INSTRUCTION: Students learn the basics of the news media business. They are introduced to the media's organizational structure so they know who is responsible for various aspects of the news. The students also learn the Coast Guard's policies on exclusives, pooling, attribution, accreditation and media travel aboard Coast Guard assets.

REFERENCES: Coast Guard Public Affairs Manual/ COMDINST 5728; Freedom of Information Act Manual; Privacy Act; On Deadline: *Managing Media Relations*, Carole M. Howard & Wilma K. Mathews

INSTRUCTOR/STUDENT RATIO: 1:30(L)

SAFETY FACTORS: N/A

FUNCTIONAL AREA 2
COAST GUARD MEDIA RELATIONS

TPFN: DINFOS-BJC-002-002-

UNIT TITLE: Television Interview

TPFN HOURS AND TYPE: 2L, 12PE

TPFN TOTAL HOURS: 14

PREREQUISITE TPFN:

TASKS:	001	Conduct a taped television interview
	002	Identify actions to take before a TV interview
	003	Recognize the impact of non-verbal communication
	004	Identify actions to take before going on camera
	005	Identify the general types of media questions
	006	Identify on-camera postures, gestures, and procedures
	007	Identify methods to maintain control

SUMMARY OF INSTRUCTION: Students learn how to handle requests for information. They learn how to prepare for an interview by using the public affairs process of Research, Plan, Implement and Evaluate. They also display the ability to conduct television interviews in accordance with the Coast Guard Public Affairs Manual through an on-camera practical exercise and critique.

REFERENCES: Coast Guard Public Affairs Manual/COMDTINST 5728;
Effective Public Relations, Cutlip, Center & Broom; *Managing Media Relations*, Carole M. Howard & Wilma K. Mathews; *Communicate with Power: Encountering the Media (Pocket Tips)*, Barry McLoughlin Associates Inc.

INSTRUCTOR/STUDENT RATIO: 1:30(L); 1:15(PE)

SAFETY FACTORS: N/A

FUNCTIONAL AREA 2
COAST GUARD MEDIA RELATIONS

TPFN: DINFOS-COPAC-002-003-

UNIT TITLE: News Briefing

TPFN HOURS AND TYPE: 1L, 4PE

TPFN TOTAL HOURS: 5

PREREQUISITE TPFN: None

TASKS:	001	Plan and conduct a news briefing
	002	Describe the organization and techniques required to present a formal news briefing

SUMMARY OF INSTRUCTION: Students learn when and how to conduct a news briefing. Working in teams, students prepare and conduct a news briefing. The students are also critiqued on their performance.

REFERENCES: *Effective Public Relations*, Cutlip, Center & Broom; Coast Guard Public Affairs Manual, COMDTINST 5728; *Managing Media Relations*, Carole M. Howard & Wilma K. Mathews

INSTRUCTOR/STUDENT RATIO: 1:30(L); 1:15(PE)

SAFETY FACTORS: N/A

FUNCTIONAL AREA 2
COAST GUARD MEDIA RELATIONS

TPFN: DINFOS-COPAC-002-004-

UNIT TITLE: Nature of News

TPFN HOURS AND TYPE: 3L

TPFN TOTAL HOURS: 3

PREREQUISITE TPFN: DINFOS-COPAC-001-002

- | | | |
|---------------|-----|---|
| TASKS: | 001 | Define news |
| | 002 | Compare and contrast hard and soft news |
| | 003 | Identify the elements that help determine the mass appeal of news |
| | 004 | Recognize other variables that affect the media's perception of news and its story treatment. |

SUMMARY OF INSTRUCTION: Students define news, discuss standards of journalism for reporters, explain the factors which determine news value, and assess a situation to determine its news interest and marketability.

REFERENCES: "Media Perspectives: Over the Line?", *American Journalism Review*, September 1996; *An Introductory Analysis of American Mass Communication*, 3rd Edition, Sandman, Rubin, and Sachsman; *Communicate with Power: Encountering the Media (Pocket Tips)*; *Crafting News for Electronic Media*, Hausman; *Clearance of DoD Information for Public Release*, DoD Directive 5230.9; *DoD Privacy Program*, DoD Directive 5400.11; *DoD Freedom of Information Act Program*, DoD Directive 5400.7; *Investigation of Noncombat Deaths of Active Duty Members of the Armed Forces*; *DoD Principles of Information*, DoD Instruction 5505.10; *Effective Public Relations*, Cutlip, Center & Broom; *News Reporting and Writing*, Mencher

INSTRUCTOR/STUDENT RATIO: 1:30(L)

SAFETY FACTORS: N/A

FUNCTIONAL AREA 3
PRINT JOURNALISM

TPFN: DINFOS-COPAC-003-001-

UNIT TITLE: News Releases

TPFN HOURS AND TYPE: 1, 2PE

TPFN TOTAL HOURS: 3

PREREQUISITE TPFN: None

- TASKS:**
- 001 Write a news release
 - 002 State the purpose of a news release
 - 003 Describe the writing style and format used in a news release
 - 004 Describe the way a news release is organized (lead, bridge and body)
 - 005 Explain how to handle attribution in a news release

SUMMARY OF INSTRUCTION: Students learn the structure of a complete straight news story, including the purpose of the local angle and military tie; how to fully identify people and the purpose of an advance story. They also learn the fundamentals of newswriting: the inverted pyramid structure, the news peg, leads and “lead emphasis,” “impersonal who,” news bridge, full identification, dateline, and proper attribution. Students write a news story in class and receive a performance evaluation and critique.

REFERENCES: *Associated Press Stylebook and Briefing on Media Law*; DoD Directive 5230.9, *Clearance of DoD Information for Public Release*; DoD Directive 5400.7, *DoD Freedom of Information Act Program*; DoD Directive 5400.11, *DoD Privacy Program*; *DoD Principles of Information*; *Write to Be Read*, Patterson; *The Word, An Associated Press Guide to Good Newswriting*, Cappon; Coast Guard Public Affairs Manual/COMDTINST 5728

INSTRUCTOR/STUDENT RATIO: 1:30(L)(PE)

SAFETY FACTORS: N/A

FUNCTIONAL AREA 4
COURSE ADMINISTRATION

TPFN: DINFOS-BJC-004-001-

UNIT TITLE: Course Administration

TPFN HOURS AND TYPE: 4AD, 1EW

TPFN TOTAL HOURS: 5

PREREQUISITE TPFN: None

TASKS:

001	In Processing
002	End of Course Exam & Critique
003	End of Course Critique/Out-processing
004	Graduation

SUMMARY OF INSTRUCTION: Self-explanatory.

REFERENCES: DINFOS Policy and Procedure Manual

INSTRUCTOR/STUDENT RATIO: 1:Class (AD)(EW)

SAFETY FACTORS: N/A